

**Responses to Cross-Regional Collaboration Vision Statement  
(Used with respondents' permission)**

*What do you think are the key goals of the National Network of Libraries of Medicine?  
What are the most important contributions it does or can make?*

- Increasing knowledge and skills in consumers and health professionals ability to locate and use effectively quality and evaluated health information in their daily lives.
- To improve access to high quality biomedical and health information for health professionals, librarians and the public. To provide services that raise awareness and use of high quality biomedical and health information
- The key goals of the National Network of Libraries of Medicine are to promote access to health information, taking especial care to do so for underserved populations, special populations and the unaffiliated health professionals and to strengthen the national network of libraries of medicine by increasing network membership and enhancing members' capacity to deliver high quality health information. The contributions the NN/LM makes is from the impact its staff has through personal networking and the promotion of NLM and NN/LM products and services. They are the ones who make it happen.
- Promote awareness of, access to, and use of biomedical information resources for health professionals and the public, with a particular emphasis on contributing to the Healthy People 2010 goal of eliminating health disparities. Develop, promote, and improve electronic access to health information by Network members, health professionals, and organizations providing health information to the public. Develop collaborations among Network members and other organizations to improve access to and sharing of biomedical information resources throughout the nation. Develop tools and conduct evaluation activities to understand how the products and services of the NN/LM and NLM contribute to improved access to health information by health professionals, and the public.
- To enhance health professional and consumer health information access by working with medical librarians and other health information mediators, helping them to increase the health information literacy skills of their audiences. This includes raising awareness of and skill in using quality resources, knowing how to evaluate and use health information, and how to integrate it into work and personal environments.
- Increasing access to health information for health professionals and consumers to support their research, clinical practice, and decision making. Building knowledge, ability, and motivation for finding, evaluating, and using health information To increase health literacy by vulnerable and underserved groups (who are current or potential consumers of information). To strengthen capabilities of Network organizations to provide health information services to their clientele, via support and service from the RML, from NLM and between Network members. To increase utilization of expert health information resources and services, including Network member organizations, products of the NLM, and other credible health information resources.

- Improve access to health information via bring NLM resources to new audiences training/capacity building of medical librarians outreach to groups providing training and health information resources
- To provide a regionally coordinated and cooperative approach to technology-based health information services from the National Library of Medicine, stimulate greater cooperation among libraries as new linkages form between different types of libraries, and as librarians to support one another directly and indirectly, offering resources and expertise. Outreach and training to public and school libraries so they can gain access to valuable health information resources of academic, medical, and research libraries to meet the high-level information needs of unaffiliated health professionals and consumers.
- Increasing access to quality health information
- To promote access to reliable health information.
- Increasing access to health information for all health professionals and for the general public; supporting medical librarians across the network
- To facilitate quick and easy access to quality health information to health professionals, librarians and consumers
- A key goal is ensuring that underserved individuals and their communities are aware of and have access to high quality health information RELEVANT TO THEM.
- 1) assist the Network with providing access to health information for their patrons and the public; 2) create an atmosphere (virtual or otherwise) conducive for collaboration in projects and efforts in the promotion of health information to the public and patrons
- To improve access to health information for health professionals and consumers by increasing their awareness of NLM products and services. The important contribution is providing access to high-quality health information resources.
- Promoting National Library of Medicine resources and services to librarians, health professionals and consumers Providing funding opportunities for health information outreach
- Key goal: Assisting health care professionals, consumers, librarians and other groups to locate and utilize the quality health information resources of the National Library of Medicine. Contributions: Training the above mentioned groups, publicizing quality information resources, providing funding for health information projects.
- Access to health info for consumers and htl prof training for both groups to facilitate access id unserved and add them keep improving the database and search engines, input from RMLs
- Increasing awareness of NLM information resources to all groups/people. Providing training for effective use of those resources.
- Key goals: Providing quality health information to health professionals and consumers, particularly underserved and underrepresented groups. Providing support and training in support of this goal. Contributions: Training, knowledge of assigned regions' assets and weaknesses and making appropriate referrals, funding to support outreach projects, promotion of NLM's and other health information resources through exhibits and other mechanisms.
- Facilities improved access to health information for the entire health care team -- health professionals and health services consumers (or potential HPs or consumers)

- Support for NLM's products and services through outreach and education to health professionals, consumers, librarians, and community-based organizations among others to improve clinical care, informed health decision making, and the health of the public.
- Increasing access to health information for health professionals and other consumers to support their research, clinical practice, and decision making. Building knowledge, ability, and motivation for finding, evaluating, and using health information. Publicizing NLM products and services.
- 1) to promote access to good health information 2) to help people learn to evaluate health information
- Facilitate access to health information for professionals and consumers through training and support of organizations that do health information outreach. (This does not, by and large, include outreach to actual end-users. Larger groups of end-user populations can be reached by training people who actually do outreach to end-users.)
- Provide means for sharing the products and services of the NLM to all populations in the US and help in discovering those populations and their needs.
- The key goals are that: health care consumers have access to high quality health information in order to make decisions about their own and their families' health; health professionals have access to the health information they need in order to provide evidence-based, quality care to their patients; health information intermediaries such as medical librarians, public librarians, health professionals, especially nurse and health educators, and community-based health organizations are aware of the high quality health information resources that are available to them from the National Library of Medicine and other providers. One of the most important contributions that the NNLM makes is knowledgeable RML staff working with network members to accomplish the goals mentioned above. It also provides some funding to help network members assist the RMLs in their outreach mission.
- The NNLM increases awareness of and access to high quality health information for health professionals and the general public. It pursues its goal through a variety of methods, such as training of intermediaries to help others in their community or funding the innovative health information outreach projects of network members. The NNLM can provide tools to and build the capacity of communities to address problems associated with low health literacy

*What do you think the NN/LM could do better if the RMLs pooled their efforts?*

- Share classes and materials to reduce effort and improve efficiencies. Improve communications and knowledge of what others are doing thereby learning from others' experiences. Promote ourselves as a real 'national' network that does more than deliver documents.
- We could reduce duplication of effort on a lot of projects, rather than 'reinventing the wheel' We could provide services more consistently.
- The NN/LM could do better if we were aware of best practices in other regions as well as efforts that were not successful. I'm not looking for a one size fits all solution, though, as I'm aware that regional differences and network member expectations may

vary. A pooled effort may also increase visibility, which is very much part of what we do.

- By pooling our efforts the RMLs better our ability to do larger more complex projects  
\*\*By being able to share the workload among more people \*\*By bringing in more perspectives from larger group of staff - larger group of non-staff through contacts in the region \*\*By expanding the pool of resources that can be contributed toward the effort (human, financial, expertise, equipment) Pooling our efforts provides the opportunity for a national evaluation of an effort that is more concise than how the RMLs achieve the statement of work.
- Developing resources, plans to work with specific audiences common to all regions. Marketing and branding efforts that could raise the visibility for all of us.
- By pooling efforts, we can bring together our considerable range of knowledge and expertise to focus on specific goals and outcomes, thereby improving chances for well considered products and services that address gaps and needs of the diverse populations we want to reach. Pooling our efforts also increases communication and collaboration and sharing of ideas, problem solving, and visioning. As a result, we are more cohesive as a national network.
- focus on a particular target group across the country focus on a particular need or skill that our primary constituents (medical librarians and their users) are lacking and desperately need
- Develop training for staff at resource libraries to increase their outreach skills/confidence. (2) Develop regional plans for how Network members can respond to emergency situations - by sharing ideas across regions and by gathering ideas from relevant federal agencies such as FEMA. (3) Establish relationships and projects with other entities that have a national scope such as the Corporation for Public Broadcasting, ALA, MLA, IMLS, United Way and the Red Cross. (4) Develop online systems collaboratively to support tasks done at all RMLs - a shared Network membership form with some fields that may be region-specific; a shared system for submitting project proposals, again with some fields that are region-specific; a shared system for gathering quarterly/final/annual reports from project directors and RMLs, with some fields that are region-specific; a common activity evaluation form available online - again with fields that may be specific to a particular region, instructor or activity; and a shared online calendar that can be set to display data from only one region and that can be used to support online registration for classes and other events conducted by a region; (5) Agree on content and style for nnlm.gov; (6) Manage the content of nnlm.gov with a shared WYSIWYG content management system (CMS); (7) Develop public service announcements (PSAs) available from nnlm.gov and that can be broadcast through other media; (8) Develop (and periodically update) archived webcasts covering topics of concern across regions such as negotiating e-licensing agreements and how to prepare good outreach project proposals.
- Develop a coordinated program for access to health statistics Serve in an advisory role for coordinating and maximizing effective use of instructional materials and classes Support state and hospital librarians and libraries in their licensing of electronic resources

- Advocate for the value of health science libraries. Coordinate promotion of NLM products in a national venue. Exert more pressure on vendors toward electronic licensing and open access.
- Working together would eliminate duplication of effort and all would be working toward single goal.
- Work with national organizations in a more effective manner
- We can share lessons learned. We can do a better job of advertising the successes.
- Building coherence relevant to underserved populations permits us to learn from each other and to build a collective effort that is more effective than the individual regions can mount; for example, regions with high proportions of Hispanic populations can take lead and assist regions with lower numbers of Hispanics.
- Marketing: create a consistent 'brand' that network members and the public can identify with and therefore trust - websites are a start but this should be continued in communications across network 2) Online tools, ie. network members directory: Share and contribute to a vision of the information we are sharing and keep it consistent among the network.
- By pooling resources, RMLs avoid duplication of efforts and could perhaps reach more audiences and/or do outreach on a grander scale.
- I think we could go farther to 'brand' ourselves - one look, one logo (to which perhaps a regional bent could be added) , one tag line. People rarely know about the National Library of Medicine, much less the National Network/Libraries of Medicine.
- Definitely, coordinating outreach including development of classes and creation of promotional and marketing materials would be improved if the RMLs pooled their efforts. I can't even recount how many times that I have been asked why the NLM doesn't have a Public Service Announcement for MedlinePlus. This would definitely be a great cross regional project.
- Improve all our services. Learn best practices for training, promotion of products and services, exhibiting, funding opportunities, etc. Learn what to do, what not to do.
- We do need a disaster plan by regions and then national I would like to see a snapshot of where we are and where we need to be in 10-15 yrs, strategic directions
- I'm not exactly sure. I know it's good to share experiences and products (classes, handouts, exhibit tips and tricks, etc). I know we all benefit from learning from others. But, I'm not sure what we could do 'better' if we 'pooled' our efforts.
- Reduce duplication of effort in terms of reaching similar populations (ie, faith-based groups, ethnic groups, etc.). It's not just a matter of the RMLs pooling efforts to reduce duplication, but a need to be in sync with NLM's outreach activities aside from NNO. Also, I think the public library initiative demonstrated the power of having a united goal and target audience with curriculum materials we could all use.
- Provide more consistent responses across the nation to questions we receive, 2) Share public relations materials such as copy for local public broadcasting stations, 3) Collaborate to provide better marketing information \*back\* to NLM
- We could take on nation wide RML issues such as disaster management. There should be a better way to share resources such as course materials, advocacy programs, and promotion of our products and services.

- Reduce duplication of effort. Benefit from others' knowledge and experience. Provide evidence about NN/LM accomplishments on a broad scale for stakeholders and funders.
- 1) We could learn from each others mistakes and successes, if we pooled our efforts to consolidate information. 2) We could promote MedlinePlus and the NN/LM in a bigger way if we combined resources. For example: creating a stand-alone exhibit for libraries and CBOs, creating our own promotional materials, and paying for advertising.
- Education. The individual RMLs do a defacto pooling of resources by sharing classes with each other once classes have been developed, but little collaborative work is being done. Pooling our efforts to do outreach to specific populations is less effective since it becomes a matter of getting numbers regardless of quality of outreach.
- Have a better awareness of those in need of NLM products and services and reach them with the assistance of those who might be most familiar with them and their information needs. State and RML borders do not necessarily define these groups.
- It is good to pool efforts to share classes, and other materials created so we are not all reinventing the wheel. It would be good to share marketing campaigns that we have created so that we can all do more effective marketing. The NNLM is not exactly a well known brand name - not even among health professionals or community-based health organizations. The NNLM could advocate for hospital librarians, a group that makes up a big portion of our network members. We could all work together and share what we do for hospital librarians and what more they could use from us.
- If the RMLs work together, they could document their contribution toward building the capacity of local communities to deal with low health literacy. Rather than having a community-by-community view, we could establish a national view of the effects of our work.